

Student: Desiatkin Dmitrii

Group: MS_RO1_Y2.

Instructor: Leon Derczynski

Institution: Innopolis University

Course: Automatic fact verification and fake news detection.

Assignment 1: Operation Message.

Cyberpunk 2077 campaign

Problem.

I decided to look into game development industry and search for examples of misinformation / disinformation there. Fortunately, such examples are easy to find. We can look on any AAA project, nowadays we often get information about such games through leaks. They may be either official or unofficial, and their purpose is to warm up potential customers. One of such campaigns is growing right now, it is Cyberpunk 2077 from CD Project Red. There was a lot of fakes or not full information about the contents of the game. Also there was some scandals made up by SJW activists. So I think it is good study case for that course.

Technical part.

There was two hard tasks. First is to find data set for GPT2 training. I have tried to find ready set what will contain some game devoted site, but I failed. So I write the script what will search through common crawl index and upload specific site. As a data set I have used the game blog <https://www.kotaku.com> . I wrote a parser for that site. As output I had 220 MB of text.

My data set: <https://drive.google.com/open?id=15h4-L8ZCCtSP2kxPEi-5UMJyiIKd0ITA> .

After I have used “Google colab” version of GPT2 what you have provided. I trained 345M model.

My output language models: https://drive.google.com/open?id=1932u2aiSw-UhR0q5dSBi2xVob_wnBldf .

Second huge issue was to make a video. I used several algorithms, but they had a poor output. After I asked my group mates and Maks suggested to use face2face algorithm: <https://github.com/datitran/face2face-demo> . That algorithm could give good results, and also could be used on “Google colab”. So I decided to use that algorithm instead of provided.

My target video:

<https://www.youtube.com/watch?v=jxfUmndo74Q>

My output model:

<https://drive.google.com/open?id=1PK-1fF3WLJtw8ay9vyFA5kyXTkmI7HGv>

My checkpoints:

https://drive.google.com/open?id=1b44VFI1f90qhFUBDfJ71_mUCWQkcRnpR

My output video:

<https://www.youtube.com/watch?v=Lk82leEHAqI>

I still need to solve sound problem.

AMI general to game sphere.

Agents

Usually in that sphere agents are gaming mass media, or popular bloggers. Different groups and individuals in social networks may also have impact. That means that source maybe either official or unofficial.

If we will consider organization of scheme, then it is usually tight in case of official leaks, and loose or none in case of unofficial statements.

Common motivation is economical or social. Cause often the goal is to create a fuss in society and use it as a part of advertisement or to critic the product to decrease sales.

Nowadays creators of such information is humans, but I believe in near future some messages may be created by AI.

Intended audience is gamers in case of advertising and game news sites in case of disinformation.

Usually messages are harmless, but it is possible to potentially create a harmful one. We might have different schemes of disinformation / misinformation. Also we potentially may have some malinformation schemes, they may be directed to cause economical harm to game development companies. As examples, we may see not well prepared performance on game conferences, which cause decrease in securities market. Of course in that case it is a miss of a company. But I think that some similar scheme may be used by malefactor.

Messages

Duration of message are short-term or event based. Usually such messages connected with new game announcements, or release.

Accuracy may be any, message could contain true, manipulated or false information.

Legality also could be any.

In general impostor could be any.

Message targets are social groups or individuals.

Interpreter

Message reading: could be any.

Action taken: could be any.

Particular AMI case: Cyberpunk 2077.

Agent	Actor Type	Official / Unofficial
	Level of Organisation	Tight / Networked
	Type of Motivation	Financial / Social
	Level of Automation	Human
	Intended Audience	Social Networks Users and Gamers
	Intended to Harm	Possible
	Intend to Mislead	No
Message	Duration	Event Based / Long
	Accuracy	True / Manipulated
	Legality	Legal
	Impostor Type	Brand / Individual
	Message Target	Social Group / Organization / Entire Gaming Society
Interpreter	Message Reading	Negotiated
	Action Taken	Shared in Support / Opposition / Ignored

Now I want to describe the above table. It describes several agents and messages.

According to agent. Agent is official when there are messages about game comes from game conferences and official company accounts. Organization is tight (CD Project Red company).

All information are human created.

Intended audience it is gamers society.

When company publicizes something, message will obviously intended not to contain any harm, and information will be correct. Message will be written for gamers and usually it will appear near some event.

Typical interpreters will re translate information.

Agent in case of criticism:

Unofficial source, organization are networked, all information are human created, target audience is gamers, company representatives, and social network users. Message may cause some economical loses for CD Project Red.

Now lets deconstruct the message. Activists messages are long term and produced by individuals. Accuracy of their messages are usually manipulated. It's target audience is gamer society, SD Project Red company, and the people with similar views.

Interpreters possible reactions:

If person are not in the target audience message are simply ignored.

If person in gamers society but not share the views of activists, then message is negotiable for him. So he will share the message with opposite meaning.

If person in gamers society and share the views of activists, then he tends to share the message in support.

If person are activist, usually he will hegemonically re translate the message.

Although, there are one more possible explanation. Such fuss may be intentionally created by company PR managers for advertisement reasons. They may intentionally trigger SJW community to take discussion on another social level. What will improve the quantity of potential customers, with sacrifice of people what company does not consider as their target audience.

More info you may found in the sources section.

My message.

When I started this task I wanted to create some fake about Cyberpunk 2077. But I have not come up with any interesting idea. So I decided to create separate fake about popular game Meme, about Half-Life 3 release.

Confirming video (could be pasted in the beginning of the article):

<https://www.youtube.com/watch?v=Lk82leEHAqI>

(No sound, cause for sound it is needed to train one more network.)

Input (Title): Valve have announced Half-Life 3

Output (unedited text of GPT2 network):

will launch alongside Half-Life: Episode 2 and will be out in July, 2013. The game, which will take place in New Washington, Washington (a new game world), will be fully playable on the Xbox 360 backward compatible with the DS.

"Half-Life 2 Episode Two is the sequel to the most amazing and complex achievement in the series: completing Half-Life: Blue then saving every single one of the most dangerous and mysterious puzzles in the game," explains Lead Designer Bruce "F**k it" Murray, who was involved in the development of Half-Life 2 Episode 2. "In Half-Life 3 Episode 2, the story begins in New Quarantine, a community hospital on Earth - but now it is an abandoned underground facility, housing the dangerous Half-Life weapons and technology. Fortunately for anyone brave enough to survive its horrors, there is a young girl named Alyx who has found the cure to Half-Life 2: Episode 2's super-soldier virus. And as Alyx battles the undead hordes on the open streets of New Quarantine, the only way to save her is to go undercover as a doctor carrying a secret gun."

The developers hope "Half-Life: Episode 2" will introduce fans to much more of Seattle's incredible landscape.

"We're looking forward to seeing the scene where Alyx arrives and begins to explore these amazing new areas, like the creepy train station, old houses and warehouses that make you feel like you were back in the old times of the CDC," replied Murray.

"The newest part of playing Half-Life 3 Episode 2 is the new map Red Alert 3. The Red Alert map is based on the Chernobyl map from the original game. In this new map, Alyx must defend her freedom against waves of undead terrorists. It's up to the player to pilot a robot or find an EMP grenade to destroy these enemies."

"We are also working with publisher Warner Games on a Half-Life 3 sequel," explains CEO Gabe Newell. "We're a team of passionate people working closely with our talented writers, engineers and artists on a project that we think will wow gamers and entertain everyone at home."

"In our next project, the team is looking forward to seeing Half-Life 3 Episode 2 release at a critical mass," shared Newell, "We look forward to an amazing new adventure for everyone!" Half-Life 3 Episode 2 is currently available to pre-order on the steam marketplace Steam for 699.99 bucks, on CD

Message Analysis

Message	Duration	Short
	Accuracy	Fabricated
	Legality	Illegal
	Impostor Type	Individual
	Message Target	Social Group

That message is intended to be posted in social networks from some fakes accounts what intended to look like official accounts of game news sites. Also it will be great to create copies of the sites with similar domains and past the links into posts, if all similar domains are booked or expensive then it will be wise idea to use link shortener sites. Also it absolutely crucial to press on fact that it was short unofficial interview with Gabe Newell.

If we assume that video quality will be better and text corrected, as well as some voice correction neural network will be used. It will be decent fake which are hardly to distinguish immediately.

However in current state, it is very easy to recognize a fake and it quality are unprofessional.

The “created agent” of such message will be official, on video we see CEO of famous Valve company.

The intended social group is gamers: especially younger ones, cause they rarely check information thoroughly. However people who are interested in the Gabe personality will understand that something is wrong. Cause Gaben himself are not satisfied with his previous works.

To check that info someone must contact the Valve company representatives and send them a link to that text.

Such fabricated fakes (that have nothing with reality) is easy to check. I think that in next several days after this publication some Mass Media will write about it, and at that moment fake will be under covered. Also we may see some message from Valve company.

According to mentioned above, the duration of message is short.

In my opinion message is illegal, cause it may cause some problems to particular company.

I assume that such campaign could be made by individual as a joke or prank.

Sources:

Bad joke on tweeter on Gamescom (link to post, bud joke was deleted):

<https://twitter.com/CyberpunkGame/status/1031445149774217216>

Reply of the guy:

<https://twitter.com/silentsantaNZ/status/1031809768770269184>

Official apologizes of Cyberpunk 2077:

<https://twitter.com/CyberpunkGame/status/1031930291772899329>

Reaction of society:

<https://twitter.com/CrownlessCat/status/1031894006354116608>

https://twitter.com/austin_walker/status/1031786535270707200

News about previous links:

<https://boundingintocomics.com/2018/08/21/cyberpunk-2077-joke-sjw-mob/>

Supposed offense of transgenders:

<https://twitter.com/PedanticRomantic/status/1138587269529391104>

Supposed offense of nationalities:

<https://www.rockpapershotgun.com/2019/06/12/cyberpunk-2077s-e3-demo-has-weak-gunplay-and-unimaginative-stereotypes/>

Feminist blogger:

<https://twitter.com/anitasarkeesian/status/1140137414381322240>

<https://twitter.com/anitasarkeesian/status/1140137417661407232>

Response in support of CD Project Red:

<https://twitter.com/GideonOnGaming/status/1140292643009810433>

https://twitter.com/Ghetto_Fetto/status/1140248347946758144

<https://twitter.com/aBlackloch/status/1140318443281010689>

Memes:

https://medialeaks.ru/wp-content/uploads/2019/06/332d5cd12c26adbd_original-600x419.png

Some discussions:

<https://steamcommunity.com/app/1091500/discussions/0/1636410430556183998/>

Special thanks to this investigations / news aggregation:

<https://medialeaks.ru/1706lug-cyberpunk-vs-sjw/> (rus.)

<https://zen.yandex.ru/media/rakanishu/sjw-oblavaiut-cd-projekt-red-daje-posle-izviniia-za-gendernuiu-shutku-5b7cfd885be4fd00a957873e> (rus.)